

Abstract:

[0052] The present invention is directed toward a system and method for administering incentive offers. A system for administering incentive offers includes a centralized repository 110 for storing offers, a maintenance engine 120 for updating and maintaining the offers in the repository 110, and a retrieval engine 130 for finding and retrieving offers. The system cooperates with an offer presentation engine 135 for configuring and presenting offers 160 based on offeree traits and the context in which the offer is to be presented. Each offer 160 may comprise both an offer summary 162 and offer details 164.